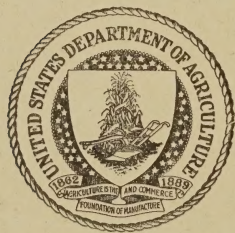


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AGENDA FOR NATIONAL OUTLOOK CONFERENCE

October 11-15, 1948

Washington, D. C.

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The following agenda include the major features of the 1948 National Outlook Conference. As usual, the conference is organized primarily to serve as a training course for the State representatives who assume responsibility for the development of agricultural and rural family living outlook information in the State extension services. In addition to the formal program, opportunity is provided for consultation with various personnel of the Department, and for informal discussions with the other State representatives present.

Monday

The first day will be devoted to a consideration of the factors influencing world trade, domestic consumption, farm income and production costs, and rural family living costs. Authorities who can present and discuss these matters from first-hand knowledge and experience will be available from several Government departments. This brings before the State representatives the best thinking that it is possible to get on many of the uncertain and controversial situations that form the basis of our present-day economy.

Tuesday and Wednesday

The next 2 days of the conference are organized to meet the more specific subject-matter needs of the agricultural and home economists. For the agricultural economists this part of the program will be devoted to a review of the current outlook for the most important farm commodities. For the home economists it will be devoted to considering the latest information on rural family living costs and incomes, with special sessions on financial management, rural housing, and consumer education. These sessions constitute an "off the record" report to the State economists by a group of specialists in the Department. Different points of view are brought out and controversial issues clarified. It helps the State representatives in their job of interpreting the various releases of the Department and reconstructing them into specific statements of greater value to people locally.

Thursday

Each year the State representatives have asked that we set aside time for a consideration of certain national farm problems of current importance to farm people. Therefore, the fourth day this year will be devoted to a discussion of the financial position of farmers, trends in land values, and considerations of long-range agricultural policy as brought out in the Department's report to the House Committee on Agriculture. Emphasis will be placed on the implications of these problems to various groups of farm people and on the educational programs desirable.

Friday

The last day of the conference will consist of discussions by State representatives on how outlook information is being used in extension work, and how to improve the effectiveness of this work. These discussions will include the place of outlook material in developing extension programs; how the State specialists who assume leadership in outlook information can keep other extension workers informed; and how to present timely economic facts to farm people effectively.

